



Small Manufacturers Advantage®



Serving the manufacturing industry's most vulnerable sector, CMTC's Small Business Consulting (SBC) Group understands the issues facing small manufacturers and has developed the *Small Manufacturers Advantage®* program to address their unique business challenges.

The *Small Manufacturers Advantage®* program provides expertise and leadership for small manufacturers to identify and solve their problems. Each year our consultants assist hundreds of small manufacturers in identifying their business issues with our Company SnapShot™ assessment tool. We carefully assess the needs of your organization with an objective lens, then provide an improvement plan that can often lead to increased productivity and higher profits.

The SBC group has successfully helped businesses with these issues, and more:

Marketing and Sales

- Marketing products effectively
- Identifying a company's unique selling proposition
- Market penetration & expansion strategy
- Evaluation of web site presence
- Developing strategies to minimize competition

Strategic and Financial Planning

- Strategic planning and implementation
- Evaluating profitability
- Preparing financials for lender
- Controlling costs
- Turnaround management

Workforce Development

- Conflict resolution
- Teamwork and communications
- Workforce training

Manufacturing Improvements

- Quality systems
- Improving on-time delivery
- Inventory control
- Diversifying product lines
- Lean manufacturing

Our talented and dedicated Consulting Team skills include:

- Transformation Planning and Implementation
- Quality Management
- Strategic Thinking
- Cost Savings Strategies
- Strategic Action Planning
- Plant Layout
- Business Information System Selection, Implementation, and Optimization
- Enterprise Assessments and Planning
- Application of Lean Principles
- Automation Strategies
- Continuous Improvement Strategies
- Project Management
- Constraint Theory Management
- Change Management
- Turnaround Management
- New Plant Selection and Development
- International Business
- Strategic Planning and Implementation
- Conflict Resolution
- Teamwork and Communications
- Executive Coaching

We help companies grow their business:

"I've been to many great seminars that excite and inspire, but then I go back to the office and get lost in the day-to-day activities. I don't execute. The SMA program has taken us past inspiration, and we are now implementing many of the recommendations."

The support and guidance we have received from the SMA team has surpassed my expectations. I recommend this program to all manufacturers who want to reinvigorate and grow their business."

Valerie Saint-Gaudens
CEO
Saint-Gaudens Metal Arts
San Marcos

The Small Business Consulting Team offers a wide range of specialized knowledge and practical experience in manufacturing and small business.

DAVID MOATES, Managing Consultant

For more than 30 years, David helped hundreds of small businesses as a fortune 500 executive. He has worked in the aerospace, biotech, automotive aftermarket, electronics and construction industries. David has a passion for, and a deep belief in, the value of small business and the people who run them. David puts into practice the very same tools CMTC provides under the Small Manufacturers Advantage™ program in his own family-run small business.

PETER ATHANAS, Consultant

With a degree in Manufacturing Engineering and 20 years experience including owning and operating a sub-contract machining facility, Peter has a keen understanding of many manufacturing disciplines and processes. He has consulted with a variety of manufacturers suggesting ways to improve their bottom line, offering expense reduction/profit recovery techniques, financial statement analysis and commercial finance preparations.

FRANK ARANDA, Consultant

With more than 30 years experience in management and also corporate training, Frank has a strong foundation of knowledge which includes: Lean / Six-Sigma certification, quality systems implementation, customer service, sales, and all aspects of manufacturing operations. Applying the same tools as a consultant for various businesses, Frank has worked with large and small organizations in several industries including medical laboratory services, printing, hospitality, metal fabrication and assembly, injection molding, gaming software and food processing.

JERRY HORWITZ, Consultant

Accumulating more than 30 years of senior management experience, Jerry has developed expertise in a wide range of disciplines including: financial and strategic planning, marketing and sales channel development, mergers and acquisitions, product engineering and manufacturing operations. Jerry has held President as well as division and operations management positions throughout his career and enjoys applying that experience to assist manufacturers in meeting their business objectives.

RAY RICARIO, Consultant

Ray has served as a U.S. Navy Flight Officer, and then transitioned to Entrepreneur, Consultant and Business Executive. Formally trained in Total Quality Management and Strategic Planning, he has 23 years of senior management experience and has worked in numerous manufacturing and commercial industries. Ray also has the unique perspective of first being a customer served by the SMA program, before joining the team.

DENNIS SONNEY, Consultant

Master certified Lean / Six Sigma specialist with over 15 years experience facilitating and implementing change. Dennis is experienced with all levels of continuous improvement and his devotion has carried him into many Avionics & Aerospace companies including The Boeing Company and Rockwell Collins. Dennis is very active in the Inland Empire and was recently a finalist for an award at the annual Spirit of the Entrepreneur event, recognizing his efforts assisting manufacturers.

JON TRUSTY, Consultant

Twenty-five years of comprehensive manufacturing and business experience leveraged to offer small businesses the latest strategies and techniques which can lead to: improving sales, refining company and product differentiation, enhancing web presence results, focused strategic planning, better profitability, and meaningful cost containment.

MARK WEIFENBACH, Consultant

With more than 30 years of operations experience, Mark has worked in multiple manufacturing industries effectively designing and running operations, starting up new locations and driving long-term revenue growth through new product development. Mark also has deep experience in customer service, financial management, continuous improvement programs, ERP system implementation, leadership & staff development, and supply chain initiatives.



*Right-sized
solutions,
right now®*

FOR MORE INFORMATION,
CONTACT US



Small
Manufacturers
Advantage®

1-800-300-2682

www.cmtc.com

email: sma@cmtc.com



MANUFACTURING
EXTENSION
PARTNERSHIP

Small Manufacturers Advantage®

is a program especially designed to meet the critical needs of small manufacturers (with annual sales of \$10 million or less). The program is funded by the U.S. Department of Commerce, Manufacturing Extension Partnership and offered by California Manufacturing Technology Consulting a NIST MEP Network Affiliate.